

Analysis of Business Strategy Based on User Behavior: A Case Study of the Impact of Micro-Blog Marketing on Contemporary Students' Choice of English Learning Style

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Abstract

In the first quarter of 2019, Micro-blog's financial marketing revenue reached 2.68 billion yuan, of which advertising revenue reached 2.29 billion yuan, and Micro-blog marketing became an important part of Micro-blog. Students are an important user of Micro-blog and an important target of Micro-blog marketing, in the face of the existence of a variety of English learning methods and diversified microblog marketing methods in Micro-blog, how students view the marketing methods of Micro-blog, how to respond, is an important basis for Micro-blog and enterprises in Micro-blog marketing to formulate corresponding business strategies. This article consists of three chapters. Chapter 1 first introduces the current situation of contemporary students' choice behavior and analyzes the attitude and impact of contemporary students on microblog marketing through the current situation and questionnaire survey data. Chapter 2 combines Chapter 4's students' attitudes and behaviors towards microblog marketing and puts forward suggestions for improving microblog platforms and microblog businesses. Chapter 3 is the concluding part, through analysis, the article believes that advertising is the main source of microblog income, operators should pay attention to maintaining the credibility of the platform when making business strategies, create a good community environment, and severely crack down on false advertising and malicious marketing. Under the premise of ensuring authenticity, enterprises can use celebrity effect, herd psychology and other means to achieve their commercial goals. In addition, Chapter 3 also points out the insufficient analysis of microblog marketing forms and the lack of relevant data and puts forward suggestions for improvement such as multi-angle research and supplementary data.

Keywords: business strategy, user behavior, micro-blog marketing

1. Introduction

With the rapid development of the Internet,

micro-blog emerged. Micro-blog is a platform for a large number of users to update and share information instantly through mobile phones and the Internet. On May 23, 2019, micro-blog officially released the financial results of the first quarter of 2019, which showed that micro-blog had 465 million monthly active users. With the increase of micro-blog users, more and more advertisers use micro-blog for marketing. As one of the main objects of micro-blog users' consumption, learning products promote more and more marketing about learning tools come into being.

The micro-blog marketing of learning tools has both positive and negative effects on students. The purpose of this paper is to combine the influence of micro-blog marketing to make suggestions for students to choose English learning products. At the same time, it provides suggestions for micro-blog platforms and businesses to play the positive role of micro-blog in students' choice of learning methods.

This paper adopts questionnaire method. Firstly, the questionnaire questions are designed according to the framework of the paper. Secondly, according to the research object of the article, it is decided that the research object of the questionnaire is students under the age of 23. Then, sent questionnaires to 100 students under the age of 23 through the Internet. Finally, the questionnaire results were collected for statistics

and conclusions were drawn.

Firstly, this paper analyzes the current situation of micro-blog and micro-blog marketing, so that readers can have a basic understanding of micro-blog and micro-blog marketing. Secondly, this paper analyzes the students' choice behavior, and makes clear the influence of students' irrational choice and blindly following psychology on their choice of English learning ways. Then, combining the current situation of micro-blog and the characteristics of students' choice behavior, this paper analyzes the positive and negative effects of micro-blog marketing on students' choice of English learning methods. Finally, in view of the problems existing micro-blog marketing and in the process of student selection, provide suggestions for improvement are proposed for micro-blog, students, and micro-blog businesses.

2. Current Situation of Micro-Blog and Micro-Blog Marketing

2.1 Overview of Micro-Blog

2.1.1 The Number of Micro-Blog Users Has Been Growing in Recent Years

According to the official data of micro-blog, the number of registered users on micro-blog was only 23.45 million in 2015. By the end of 2018, the number of registered users on micro-blog had reached 350.57 million, with an average annual growth rate of 15.2%.

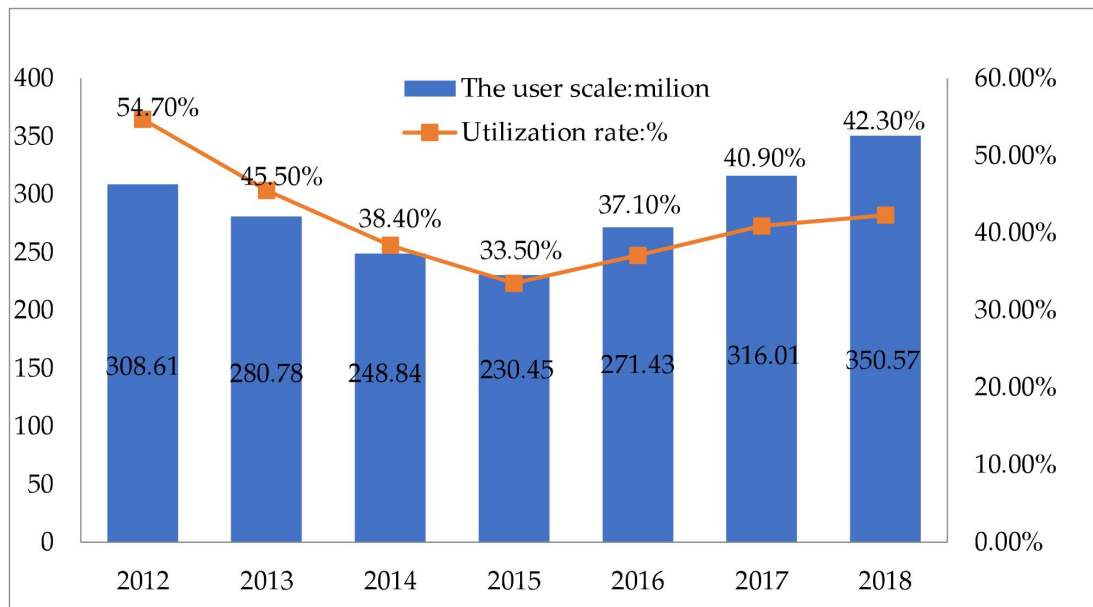


Figure 1. The user scale and utilization rate of micro-blog from 2012–2018

Data source: 2019 Sina micro-blog annual report

When it comes to utilization rate of micro-blog user, from 2015 to 2018, the usage rate of micro-blog users kept increasing, and by 2018, the utilization rate of micro-blog users reached 42.3%, which is 1.26 times of 2015. In comparison with the usage rate of social media in 2017 and 2018,

although the usage rate of micro-blog users was lower than that of WeChat moments and Qzone micro-blog was the only one of the three social media whose usage rate rose 1.4% while the figure of WeChat moments and Qzone decreased 3.9% and 5.6% respectively.

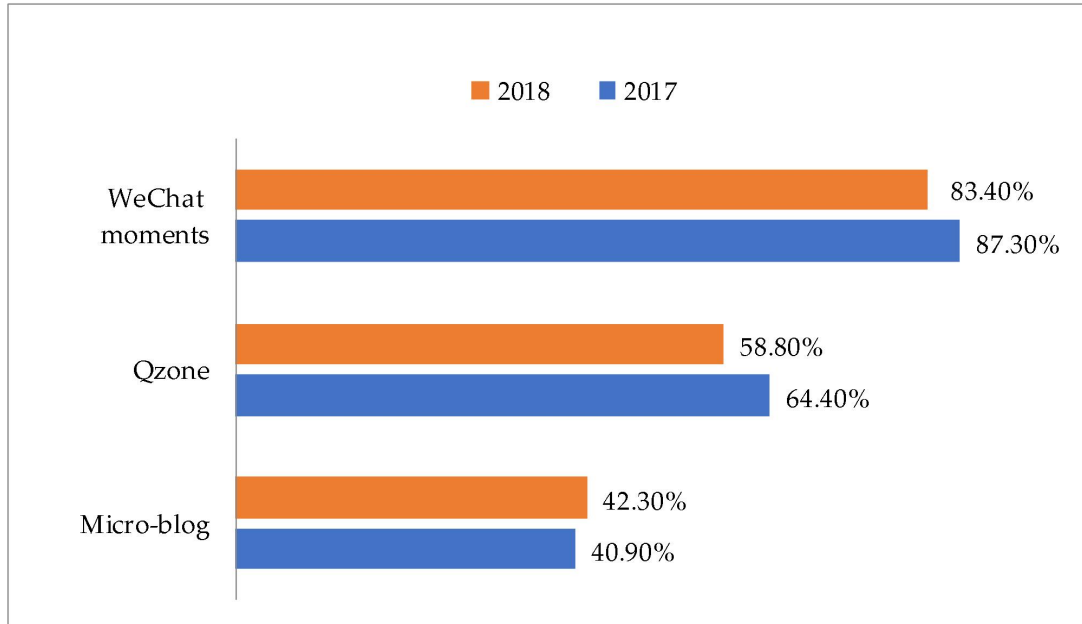


Figure 2. The usage rate of typical social app in China

Data source: 2019 Sina micro-blog annual report

In general, the number of registered users and usage rates of micro-blog have increased in recent years. With more and more people using micro-blog, micro-blog will become a social platform for people to make comments, collect information and make online friend. Micro-blog has become one of the popular social software in China and has great development prospects. Because of the high dissemination of micro-blog, with the popularity of micro-blog, there will be more and more companies using micro-blog to conduct marketing activities for their product.

2.1.2 The Main Users of Micro-Blog Are Students

Primary school students in China are required to enter the school at the age of six. According to the learning time of 6 years in primary school, six

years in junior high school and four years in university, the graduation age of college students in China is about twenty-two years old. From the data we can see, about 45% of micro-blog user are under twenty-two years old. Although the biggest group in data is the group of people who are in twenty-three to thirty, this age group includes college students whose length of schooling are five years, repeat students and masters, these people should also be included in student. In the survey, 84 percent of the students who filled out the questionnaire said they used micro-blog. Thus, the main users of micro-blog are students, this makes students to be the main target of micro-blog marketing. It is one of important reason why this paper chooses students to be research object.

2.2 Overview of Micro-Marketing

2.2.1 The Majority of Micro-Blog Student User Has a Positive Attitude Towards Social Media Advertising

Most of the Chinese post-1995 generation are students. According to ire data platform, more than 70 percent of micro-blog user born after 1995 has a positive attitude toward social media advertising. Only 27.2 percent of post-1995 micro-blog users dislikes and rejects social media ads. The results show that most of the students can accept the micro-blog marketing ads and even may buy the products that are promoted by the micro blog marketing. The post-1995 generation's positive attitude towards micro-blog marketing has promoted more and more micro-blog marketing activities aimed at students are organized in micro-blog in recent years. On the one hand, this brings development opportunities to micro-blog marketing. On the other hand, it requires students to improve their ability to identify and choose suitable products from the wide range of advertising and marketing activities.

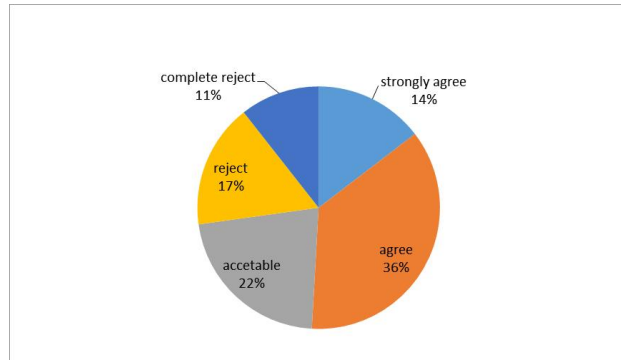


Figure 3. The post-1995 generation's attitude toward social media advertising

Data source: ire data platform

2.2.2 Learning Product is Product that Students Consume Frequently

According to ire data platform, 17.5% of students buy learning products that are promoted on micro-blog three or more times a week. Learning product became the second most frequently product that purchased by students on micro-blog. In addition, 27.38% of questionnaire participants always search information related to English

study in micro-blog, which is three times of figure of participants who never do so. From the data we can see, the micro-blog marketing of learning products has a great influence on student. Students' choice of learning methods and learning products is likely to be influenced by micro-blog marketing.

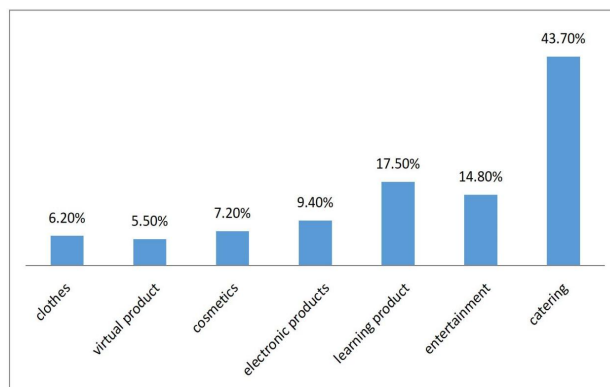


Figure 4. The proportion of some important section that post-1995 frequently consume in micro-blog

Data source: ire data platform

2.3 Ways of Learning English on Micro-Blog

2.3.1 Online Class

The transfer of information on micro-blog is not limited by geographical location, which makes many educational institutions use micro-blog for marketing to attract students from all over the country. Educational institutions micro-blog marketing is aimed at all students who use micro-blogs, but not all educational institutions have branches in every city. This led educational institutions to launch online English class on micro-blog to attract students. Yu Chen (2017) said online class allows students to arrange their English study time according to their own schedule and allows them to study English without going to schools. However, online class requires students to self-control, is a student is lack of self-control ability, he will find it difficult for him to improve English by online class.

2.3.2. Watch English Videos

There are many English videos on micro-blog, such as English movie clips, English talk shows and English interviews. On the one hand, these English videos can stimulate students' interest in

learning English. On the other hand, in the process of watching English videos, students can accumulate many idiomatic English expressions. On micro-blog, there are many internet celebrities broadcast live videos to promote the learning method of watching English videos and people collecting movie resources about English learning.

2.3.3 English Learning Community

Micro-blog has topic discuss section; students can find English learning community here. Students can not only discuss English learning problems and share English learning methods with others here, but also communicate with online friend in English. English learning community provides a good environment for students to learn English. However, merchants are often mixed in the community, and it is easy for students to buy English learning products that are marketed by merchants without being able to identify merchants.

3. Result

3.1 Current Situation of Student's Choice Behavior

According to the theory of hierarchy of needs of Maslow, according to the strength of needs, they appear successively in the following order: physiological needs, security needs, needs of belonging and love, needs of self-esteem, needs of self-realization, needs of cognition and understanding, and aesthetic needs. Physiological needs and safety needs are basic needs. Maslow believed that physiological needs and safety needs should be satisfied first, and once the lower needs are satisfied, the higher needs will be carried out. Student not only has need of belong and love, they also need self-esteem and aesthetics. Not only do they want to be strong, independent, and free, but they also they want to be cared for, recognized, and respected.

3.1.1 Choose Irrationally Is the Mainstream

Choose irrationally refers to the lack of a clear understanding of one's own needs and cannot understand the function of the selected target, which promote students unable to make a reasonable decision. Huang Wenze (2019) believed that due to the lack of social experience, students do not make a reasonable plan before making a choice, and it is easy for them to be influenced by others to choose things that is not suit with their

actual needs. As students want to be cared for and respected, once the person shows concern and respect to a student. He is likely to choose thing that person favour or recommend.

3.1.2 Conformity Behavior Is Prominent

Conformity psychology mainly refers to that students involuntarily tend to choose things that are in line with the majority when they make a decision. On the one hand, students have not sufficient understanding of the choices and they are lack of confidence. When they need to rely on others to help them make their own choice, they would choose things that the majority of people like (Duan,2018). On the other hand, students like to follow the trend, when most people like a stuff, students may force themselves to make the same choice as the public in order to keep up with the times.

3.2 Positive Effect of Micro-Blog Marketing on Teenagers' English Learning

3.2.1 Students Are Provided with Opportunity to Find Suitable Way to Learn English

When a company make advertisement in Micro-blog, this company should introduce how to make great progress in learning English by listening to the English song when it wants the radio's function of enlarge English vocabulary to be a unique selling proposition for students who want to improve their English. Similarly, other companies will make a clear introduction of how to use their products to improve English when they advertise in micro-blog. In this situation, students are more likely to choose suitable English learning product. Lucid introductions about how to use this product to acquire English knowledge can promote students to have a better understanding of the usage of the products. In addition, if a company want to increase market share, they may not only make commercial advertisement but also use some famous people to propaganda their product. When it comes to study product, students who are good at study are more likely to be spokesman. They may be asked to make a live broadcast to give publicity to the products. In the broadcast, successful students may teach audience how to use the product they endorse step by step, they may also share their experience of how to study English. Students can combine with their actual situations to judge

whether this product as well as English learning way can fit them or not.

Xing Dou (2015) said that Micro-blog divides students into different type of groups according to their ages as well as the topic that students like to take part in them micro-blog. In this way, what kind of micro-blog student can see should be based on their ages and interest. The result of questionnaire survey shows that more than 50% of students strongly agree or agree they are interested in the products recommended by micro-blog while only 10.72% of students strongly disagree or disagree micro-blog marketing can attract them, which means that micro-marketing is of great help for students to choose products that they are interested in. What is more, students in different age' s group have different commands of English. From micro-blog students can see more English learning ways that match their English levels. When students are exposed to English learning ways that they are fascinated, they are likely to choose these ways. Interest is the best teacher, ways that students are interested in can help them make great progress.

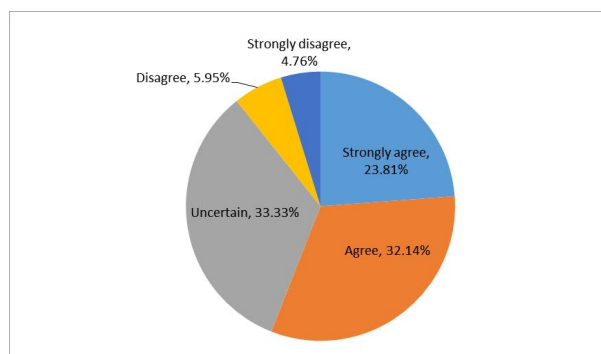


Figure 5. Questionnaire participants' recognition about micro-blog marketing products can attract their interest

Data source: the questionnaire results

3.2.2 Students Are More Likely to Choose English Learning Product with Low Price and High Quality

In order to make their product more competitive, companies also directly give prices of their product in the commercial advertisement. When students hesitate between two English learning products that have the same reputation and function, they can compare the products in terms

of price by Micro-blog advertisement and then choose cheaper one. Micro-blog marketing also provided students with chance to get the news of their target English learning product cut down the price immediately as the news in Micro-blog is real-time update. By Micro-blog marketing, students do not have to go out to get information about price of their target product anymore.

What is more, every Micro-blog has a comment section, students can ask other questions about the product in there, which are important reference for students to choose English learning product. Companies may exaggerate functions and quality of their products in Micro-blog marketing (Park & Lin, 2019). However, identifying false information in Micro-blog advertisements is difficult for students as they do not have enough social experience. Every company's micro-blog comment section contains comments of people who have already used the product, which are useful for students as they can know real quality of product from the comments. From the result of questionnaire, we can see, only 7.17% of questionnaire participants never read product reviews in micro-blog while almost half of questionnaire participants always see others' comments about products in micro-blog. Besides, students can communicate with stuff of enterprise when the products they purchase have some quality problems. To some extent, by Micro-blog after-sales service can be guaranteed.

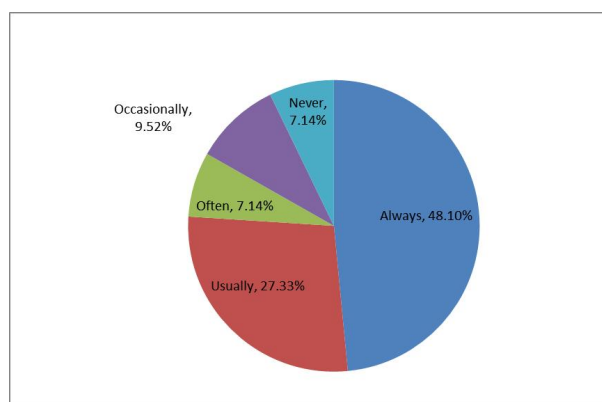


Figure 6. The frequency of students read product reviews in micro-blog before buying

Data source: the questionnaire results

3.2.3 Micro-Blog Marketing Provide Students More Choices to Learn English

Micro-blog marketing is not just including advertisement, broadcast, interview, talk show, micro-blog activities and topic discussion are also contained in Micro-blog marketing. All of this provide students various ways to study English. For example, for a person who like to watch English talk show in micro-blog, being exposed to English talk show in micro-blog can stimulate students' interest in English and that may think watching talk show is a good way to study English as it not only suits their interest but also can help them to build up their vocabulary. In this way, talk show be a new way that is not included in school and textbook for students to study English. Other ways of micro-blog marketing like English broadcast and English interview can achieve the same effect, which create a good atmosphere for students to study English as well as enlarge English learning way.

Not only English educational institutions see Micro-blog as an excellent way to promote sales, but also various kind of companies use Micro-blog to advertise their products. For example, a company that sells radio may Micro-blog is not just include advertise, say listen to English songs is a good way to learn English as it can help student build up their vocabulary when they use radio listen to the English songs. There are various of English learning products that exist in Micro-blog marketing, which means that students are provided with a wide range of ways to learn English.

3.3 Negative Effect of Micro-Blog Marketing on Teenagers' English Learning

3.3.1 Micro-Blog Marketing Can Lead Students to Choose Fake and Useless English Learning Tools

In 2019, Micro-marketing's annual revenue rose to 12.24 billion yuan, of which the advertising revenue reached 10.6-billion-yuan, advertisement is the main way of micro-blog marketing. However, there are many fake advertisements in micro-blog. Data provided by Kingsoft network shows that Sina micro-blog currently has 60000 micro-blog accounts engage in false advertising marketing, forwarding an average of 130000 fake advertisements every day. These generated 13.26 million clicks every day. In addition, one in three active micro-blog users is attracted by false advertisements and one in every one hundred

micro-blog users generated a transaction. All of these create an average of 400000 purchases and millions of transactions every day. Students are more likely to be the target of bad commercial advertisers as the lack of social experience makes it difficult for students to distinguish right from wrong, which promote students to buy fake English learning products.

In addition, students are obsessed with the psychology of cheap and their sense of self-protection is weak. 74.6 % of young people pay attention to the price of goods when selecting products. Most of the false advertisements use low price to attract students and the time of discount activity is limited, which make students rush to buy.

In micro-blog merchants prove influence of their products and win the favour of customers through the data of trending topic and comments, popular commodities can easily arouse students' desire to buy. In questionnaire, almost half of participants agree. If they buy English learning tools, they will first consider the popular ones on micro-blog, the more times a product occur in hot search, the more people may buy this product. However, some good comments are given by online supporter who are hired by merchants to make their products popular. Student is a group of people who tend to follow others in making decisions. When a product is well received, they tend to buy the product that most people think is good. If they can't figure out what they want, they are more likely to buy products on micro-blog that good comments are given by online supporter who are paid by fake advertisers to get favorable reviews.

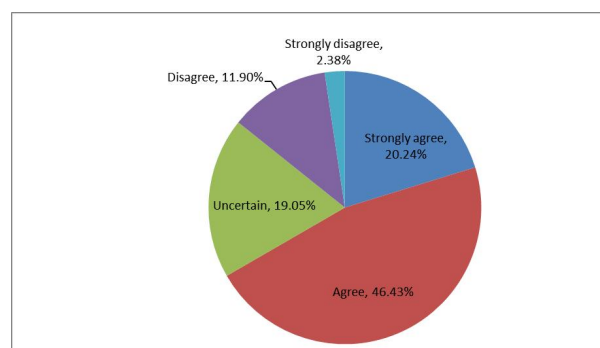


Figure 7. Participants' attitudes toward prioritizing popular English learning products in micro-blog

Data source: the questionnaire results

3.3.2 Micro-Marketing Can Lead Students to Buy the Learning Products that They Do Not Need

The Spiral Silence theory says that when people express their thoughts and opinions, if they see that the opinions, they agree with are widely welcomed, they will actively participate in them, and such opinions will be more boldly expressed and spread. When one finds that a point of view is ignored or seldom heeded, sometimes a group of people will attack it, even if they agree with it, they will keep silent. The silence of one side causes the momentum of the other side's opinion to increase, and so on, forming a spiral of one side's voice becoming stronger and stronger and the other side becoming more and more silent. This theory can be used in students, when they choose English learning way they are more likely to choose ways that the most of students agree with, even though they do not think these ways are good. In questionnaire, more than 50% of participants strongly agree or agree that they will make them feel uneasy if they do not choose the way most people use to learn English. When a English learning way is used by the majority or has a lot of good comments in micro-blog, students are likely to use this English learning way. Although they do not think this English learning way, they still buy it.

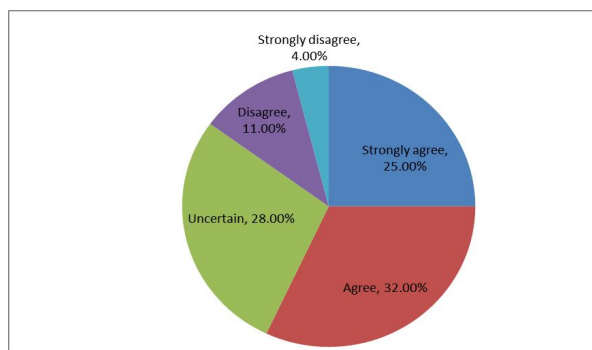


Figure 8. Participants' attitude toward they will be uneasy if they do not choose the way most people use to learn English

Data source: the questionnaire results

4. Research Discussion

In the context of the unprecedented development

of information technology, marketing through the Internet, especially open social platforms such as Micro-blog, has become a common phenomenon. However, due to the lag of management concepts, the current Internet marketing has false advertising, trolls brushing comments, etc., which seriously damages the interests of the platform and users and is also not conducive to the long-term interests of marketers themselves. In this article, this article tries to discuss the operation and management strategies of Internet social platforms and the Internet marketing strategies of enterprises in the information age with the information feedback of users.

4.1 Internet Social Platform Management

4.1.1 Objectives of Product Management

Product management refers to the management business activities such as product planning, development, production, sales, and support carried out by an enterprise or organization in the product life cycle. For the Internet social platform, it does not design production and sales management, but mainly the planning, development, and support management of the platform. As a social platform, its pillar revenue lies in advertising revenue, and advertising revenue depends on its user size, user activity and user stickiness. The goal of social platform management is to achieve the growth of platform user scale, increase activity and enhance user stickiness.

4.1.2 The Main Strategy of Product Management

Different from traditional enterprise products, Internet social platforms are actually virtual societies composed of many users. Compared with the real society, users of Internet social platforms can freely choose to enter or launch anytime, anywhere. In order for the Internet social platform to continue to develop and bring stable advertising revenue, enterprises must take building a community as their core goal, enhance user stickiness, and keep the user base stable and active.

From the above cases, it can be seen that Micro-blog is currently full of false advertising and malicious marketing. The existence of these behaviors has actually caused a large number of users' property losses. When a user suffers as a result of an advertisement posted by the platform,

the platform is bound to be at fault. Moreover, due to the anonymity of the network, users can generally only find the platform's responsibility for rights protection, and it is difficult to find the advertiser. Therefore, false advertising and malicious marketing will cause huge reproductive damage to the platform.

Therefore, operators of microblogs should pay attention to maintaining the credibility of the platform when operating, and severely crack down on false advertising and malicious marketing.

First, increase the intensity of review, including the review of the advertising entity and the review of the advertising content. For advertising publishing entities, their qualifications should be reviewed and whether they have the corresponding capabilities, such as the ability to produce, sell or evaluate products. At the same time, the real identity of the advertiser should be verified and labeled. For advertising content, it should be strictly reviewed whether it has a tendency to expand, induce, fabricate, etc.

Second, Micro-blog officials should strengthen the punishment of false advertising and malicious marketing actors and increase the punishment methods. At present, Micro-blog's punishment for corresponding behavior is limited to banning relevant accounts. This method of punishment has almost no disciplinary effect. Micro-blog officials may cooperate with the Ministry of Public Security, telecommunications departments, the Administration for Industry and Commerce and other relevant departments to register and record the true identity information of advertisement publishers, and if the corresponding entities publish false advertisements, malicious marketing, etc., on the basis of banning the relevant accounts, restrict the rights of relevant entities to create and use Micro-blog accounts, and pursue their legal responsibilities in accordance with law.

Micro-blog should strengthen the construction of complaint channels. Give users convenient and efficient complaint channels.

4.1.3 Enterprise Microblog Marketing Management

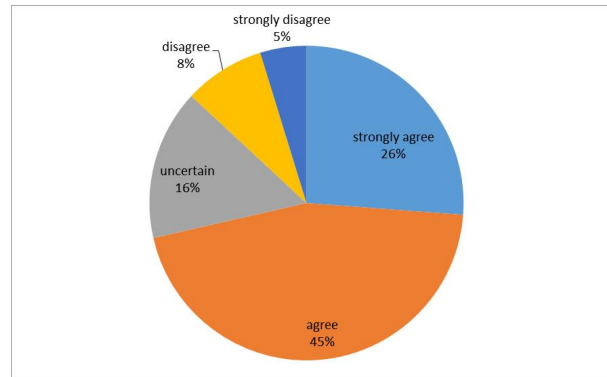


Figure 9. Micro-blog users' attitude toward communicating with merchants on micro-blog platform

Data source: the questionnaire results

For companies that advertise on Micro-blog, the core goal is to expand the market share of their products and increase sales. From the results of this paper, users have obvious blindness and herd psychology when browsing Micro-blog advertisements. Therefore, when formulating business strategies, enterprises should pay special attention to guiding the consumption behavior of target customers in addition to paying attention to the quality of the products themselves.

First, you should clarify your customers' needs and advertise to them. As in this case, the main target group of English learning tools is students. Most of the students are price-sensitive consumers, that is, the price of products and their fluctuations can have a significant impact on their consumption behavior. Therefore, when placing advertisements, enterprises should appropriately give low prices or preferential treatment to stimulate user consumption.

Secondly, in the face of the fragmented information of Micro-blog, users often find it difficult to distinguish the true from the false, so they will choose some subjects that seem more authoritative or browse the corresponding comments as a reference. Therefore, enterprises can choose the appropriate "big V" to cooperate to guide user consumption.

Second, most consumers' consumption behavior is herd. Enterprises can appropriately create a hot sales phenomenon in their microblog advertisements. First, users who have already consumed can be invited to post relevant

comments on the platform through certain discounts or rebates. Second, you can work with a large number of micro bloggers to publish corresponding advertisements at the same time. When faced with a large number of bloggers pushing the same product at the same time, users will unconsciously think that the product is very popular, even if it has just been released.

4.2 Limitations

Micro-blog marketing is a complex thing, with the development of micro-blog, more and more new micro-blog marketing forms will come into being, different forms of micro-blog marketing has different impacts on students. Due to the limitations of my professional level and the fact that China's micro-blog marketing is still in the early stage of development, many problems of micro-blog marketing have not yet emerged. Therefore, there are many shortcomings in this paper.

First, at present, the main form of micro-blog marketing is micro-blog advertising. Therefore, in this paper, when analyzing the impact of micro-blog marketing on students, most of the analysis is about the impact of micro-blog advertising on students, there just a little analysis of other forms of marketing.

Second, micro-blog marketing has become popular in China in recent years, there is little data about micro-blog marketing in China. Therefore, many analyses of the influence of micro-blog marketing in this paper refer to the marketing of twitter.

Thus, for further research, it needs to solve above limitations. We should analyze more aspects, research more forms of micro-marketing and try to use software to analyze it.

5. Conclusion

Business operations should take their users as the starting point and foothold of business strategy formulation. When formulating its business strategy, enterprises should first clarify their user groups, then investigate the characteristics and needs of user groups, and formulate corresponding business strategies and allocate enterprise resources accordingly.

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